

- 1 1. Method of enhancing web page delivery, comprising the steps of:  
2 receiving a request for a web page content from a requestor;  
3 identifying the requestor as either a human visitor or a search engine  
4 spider; and  
5 redirecting identified human visitors to a web page in an existing web site.  
6
- 7 2. Method of enhancing web page delivery, comprising the steps of:  
8 receiving a request for a web page content from a requestor;  
9 identifying the requestor as either a human visitor or a search engine  
10 spider;  
11 dynamically generating one or more web pages optimized for identified  
12 search engine spiders; and  
13 returning the one or more dynamically generated web pages to the  
14 identified search engine spider.  
15
- 16 3. The method of claim 2, further comprising the step of:  
17 redirecting identified human visitors to a web page in an existing web site.  
18
- 19 4. The method of claim 2, wherein different web pages are dynamically generated  
20 depending upon the particular search engine spider identified as the requestor.  
21
- 22 5. The method of claim 2, wherein updateable templates are merged with user  
23 entered data to dynamically generate the one or more web sites.  
24
- 25 6. The method of claim 2, wherein updateable templates are merged with  
26 information stored in a catalog database to dynamically generate the one or more  
27 web sites.  
28

- 1 7. The method of claims 1 or 3, wherein the request for a web page content is  
2 received via a Uniform Resource Locator (URL) link published or stored in the  
3 Internet.  
4
- 5 8. The method of claim 7, wherein the URL link includes banner advertisements.  
6
- 7 9. The method of claim 7, wherein the URL link includes affiliate links.  
8
- 9 10. The method of claim 7, wherein the URL link includes e-mail campaigns.  
10
- 11 11. The method of claim 3, wherein the redirecting is accomplished via a redirect  
12 URL.  
13
- 14 12. The method of claim 11, further comprising the step of:  
15 updating in real time the redirect URL without affecting the existing URL.  
16
- 17 13. The method of claims 1 or 3, further comprising the step of:  
18 logging for later reporting and dissemination all requests and actions  
19 taken.  
20
- 21 14. The method of claims 13, further comprising the steps of:  
22 identifying the source link from which a human visitor requests a web  
23 page content; and  
24 tracking via use of redirection with an IMAGE tag the human visitor  
25 across a plurality of web pages.  
26
- 27 15. The method of claim 14, whereby tracking occurs across multiple domains.  
28
- 29 16. The method of claim 14, further including the step of:

1 supplementing with additional dynamic code around the IMAGE tag in  
2 order to ensure that every request for the IMAGE is unique and to avoid  
3 caching the IMAGE data, thereby forcing each request to be processed  
4 uniquely.

- 5  
6 17. The method of claim 14, further including the step of:  
7 logging additional information including an email address to which a link  
8 was redirected, a referrer URL and all information stored there.

- 9  
10 18. The method of claim 14, further including the step of:  
11 logging additional information including the value of a any transactions  
12 occurring during a human visitor's visit on a web page, a referrer URL and  
13 all information stored there.

- 14  
15 19. The method of claim 11, further comprising the step of:  
16 automatically changing the redirect URL based on real time state  
17 information which can be influenced by the interaction of other requestors  
18 of web page content.

- 19  
20 20. The method of claim 13, wherein a redirect URL includes information regarding  
21 the source of web traffic being logged.

- 22  
23 21. Apparatus for enhanced web page delivery, comprising:  
24 a web server adapted to receive a request for web page content from a  
25 requestor; and  
26 a control engine operating on the web server, the control engine adapted to  
27 execute the process steps of (i) identifying the requestor as a human visitor  
28 or a search engine spider, (ii) redirecting identified human visitors to a  
29 selected web site via a redirect URL, and (iii) dynamically generating one

- 1 or more web pages optimized for identified search engine spiders.
- 2
- 3 22. Computer-executable process steps stored on a computer-readable medium, the
- 4 computer-executable process steps to enhance web page delivery, the computer-
- 5 executable process steps comprising:
- 6 code to receive a request for web page content from a requestor;
- 7 code for identifying the requestor as a human visitor or a search engine spider;
- 8 code for redirecting identified human visitors to a selected web site via a redirect
- 9 URL; and
- 10 code for dynamically generating one or more web pages optimized for identified
- 11 search engine spiders.

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